

SEPTEMBER 2021



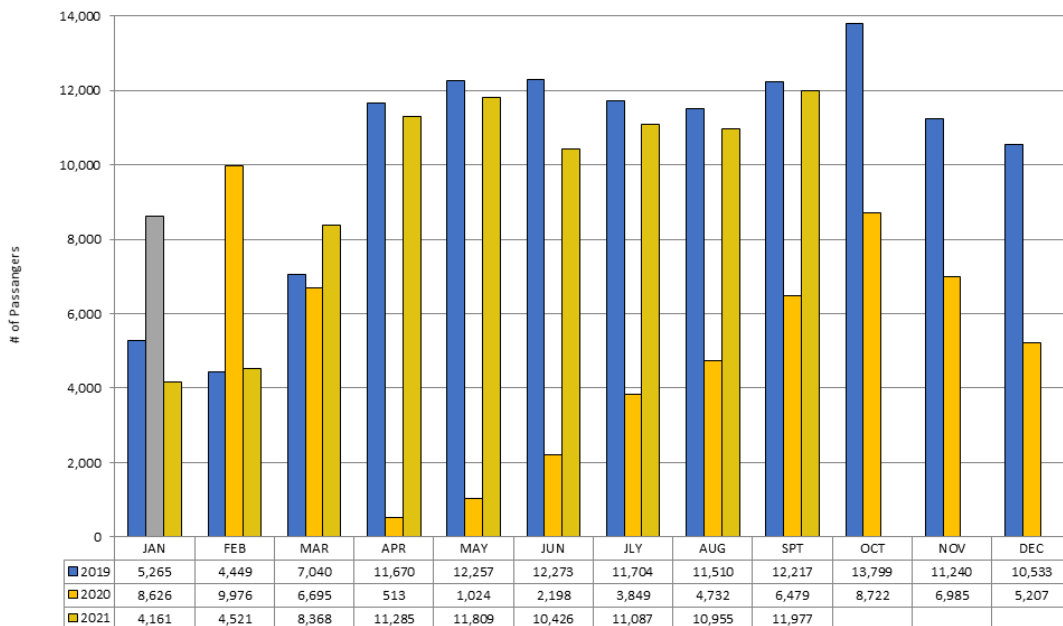
AIRPORT STATS:

Each month the Flagstaff Airport receives and tracks information on **passenger enplanements, fuel sales, and operations**. This information is presented to the Airport Commission for questions, comments, or further explanations on variations. Each tracking has importance to our airport for the following reasons shared below.

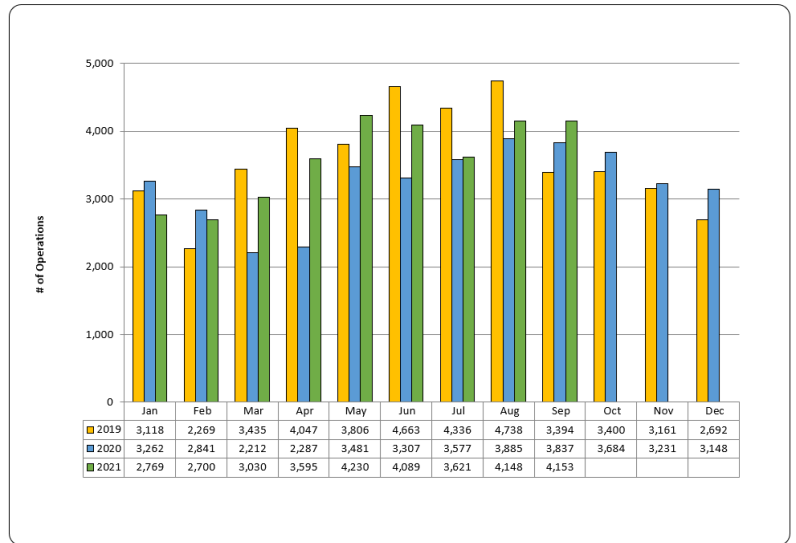
ENPLANEMENTS assist in showing growth which is important to an air carrier when looking to add routes, more days, etc.

- **11,977 total enplanements for SEPTEMBER**...only 240 shy of 2019 numbers.
- 11 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix – **Please Fly Flagstaff First!**

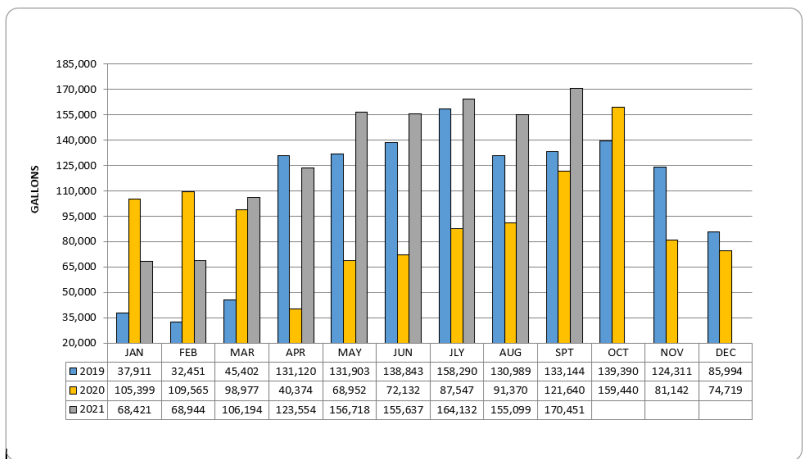
ENPLANEMENTS 2019-2021



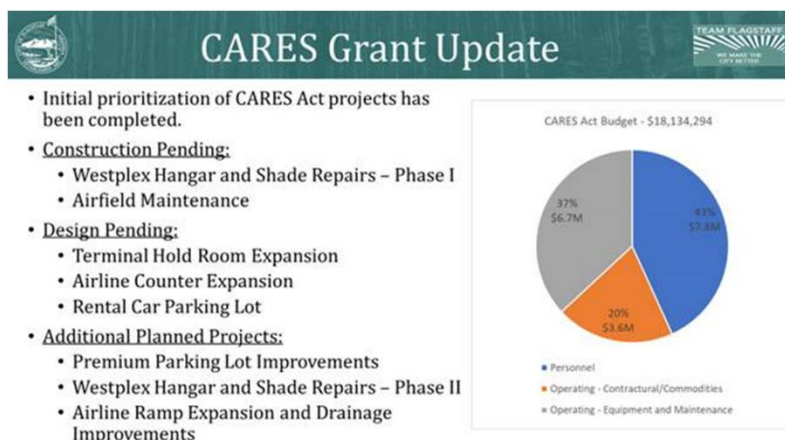
OPERATIONS, which is either one take-off or one landing, show just how busy the airport is from month to month. **Total was 4,153 which beat our 2019 and 2020 numbers!**



FUEL SALES is an economic indicator for business traffic and air carrier traffic, which tend to be an indicator for which direction the economy is going. **Fuel sales continue to beat 2019 numbers!**



CARES ACT FUNDING AND USES: Staff continued to implement the funding to many uses. See below for details.



AIRPORT RESCUE FIRE FIGHTING TRAINING:

- Four Airport staff attended Aircraft Rescue Fire Fighter update training this month in South Carolina. This is a required training which is only available in a handful of states. In recent years staff have been training at Dallas Fort Worth Airport ARFF Training facility. During COVID it has been difficult to find vacancies for training classes. Staff found this school as an option this season.

- Staff held the Federal Aviation Administration required tri-annual drill this month. This drill can involve any Aircraft Rescue Fire scenario but typically simulates an aircraft event requiring evacuation and triage of multiple passengers. The event included other fire stations in the area which would most likely be called as backups for a real event.
- Staff held a training session with Greater Flagstaff Fire units to train on the equipment on Airport Foam Units. This training will be helpful in the event of multiple off airports working in conjunction with Aircraft Rescue Fire Fighters.



AIRPORT MARKETING EFFORTS: Continued to help raise enplanements daily



PARKFLAG:

Enforcement Update: ParkFlag began managing the County Facility Lots and the City Facility Lots this month. We will continue to be ambassadors in reminding users while we fine tune the permit database.

Operational Update:

- A wrong way hit and run damaged a kiosk, sign, and sidewalk bricks. The ParkFlag team removed the damaged kiosk and sign, the Streets Section repaired the sidewalk, and the kiosk has been re-installed. Go Team Flagstaff!
- ParkFlag staff sent out link codes to approximately 100 City Hall employees. We receive F1 responses daily and continue to update the database accordingly.
- The FSL Parking Lot was restriped making room for 13 additional spaces, the total is now 90.



Community Update:

- ParkFlag placed NEW courtesy curbside parking zones signs this month.
- Staff also designed banners to advertise the new public parking lot located off Cherry Street between Beaver and Humphreys.



BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECTS:

RESTORATION OF 2020 TRAFFIC SIGNAL CABINETS DONE: The traffic signal cabinet art wraps on Cedar and Gemini and on Butler and San Francisco were restored after BOTH were struck by lightning! See photos of the restored pieces below.



PROJECT UPDATES:

- **Airport Parking Lot Piece:** City Council approved the second phase contract for overall project that includes the foundation for the parking lot art project. Staff reviewed a final design from artist that reflects input from community meetings and focus groups.
- **BPAC Ordinance Revision:** Staff met with legal to bring ordinance change to Council that will reconcile the ordinance to procurement policy and historical practice. City Council voted unanimously without comment to give the ordinance a first reading at their meeting on September 21st.
- **Bus Art on Climate Change and Hope:** Staff recognized the selected artists at Council, and Council ratified the artist's contracts.

- **Courthouse Artwork:** Staff met with the artist on a rework of the green panels to fix some gaps due to an installation error.
- **Creativity Kits for the 2045 Regional Plan:** Staff drafted questions for the top applicant, participated in an interview with the selection panel, and drafted follow-up questions for the top applicant.
- **Downtown Connection Center:** Design team held community meetings to show updated building and civic space design changes with public art next steps and reviewed public survey results.
- **Flower Project:** Covers were temporarily placed on hanging baskets to protect them from frost. Staff began updating the scope for 2022.
- **Library Entry:** Design team narrowed artwork color choices and made landscaping choices for the site. The design team also met on hardscape textures and colors. The artist submitted her 100% fabrication/installation documents.
- **Traffic Signal Cabinets 2021:** Staff worked on finalizing design with all the artists at the three locations going forward and reviewed revised contracts with legal and the wrap vendor contract was finalized.

PROGRAMS:

- **Community Grant Workshop for Beautification in Action Grants:** Staff presented this grant opportunity at a virtual community meeting on 9/18 along with the Sustainability team's presentations of their grants. Thank you to Sustainability for inviting us to join in!
- **Beautification in Action Grants Received:** Two applications were received (one for a rotary club mural downtown and one for a mural and little library at Willow Bend).
- **Annual Project Grants Reviewed with Creative Flagstaff:** Staff completed the review and rating of 18 Creative Flagstaff Innovation and Capacity Grant applications and met with the review committee. These annual grants are open to art, science, and culture nonprofit groups.
- **AmeriCorps VISTA Workplan:** Staff attended a training on workplans and will create a 1-year plan.

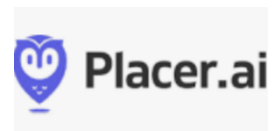
ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:



ARIZONA COYOTES PARTNERSHIP: The Arizona Coyotes came to Flagstaff to discuss potential opportunities in the region for their hockey team. Coconino County, the City of Flagstaff, the Economic Collaborative of Northern Arizona (ECoNA), and NAU facilitated a tour and several discussions with members of the Coyotes executive team. Special thanks to our Recreation Section that provided a tour of Jay Lively.

PLACER.AI: Staff met with Placer.AI this week and will be meeting with them bi-weekly for the next few months to learn how to take advantage of all their software's capabilities. Placer.AI is taking the place of Buxton Analytics which was our former consumer data software. This software resource is something all businesses can ask about and collect information they need.



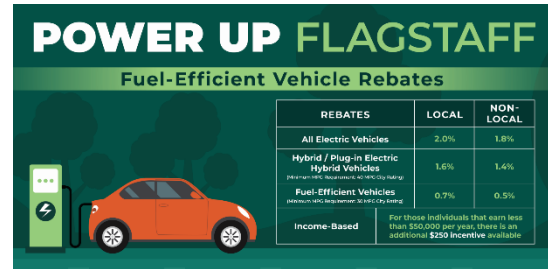
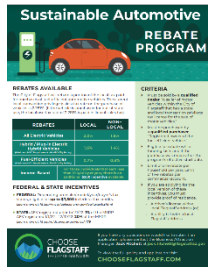
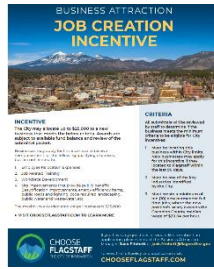
UNITED SOCCER LEAGUE (USL): The meeting with Northern Arizona University (NAU) this week was fruitful, regarding discussions related to the United Soccer League (USL). There is interest from NAU to potentially partner with the USL and share space on the women's soccer field. We will be having a series of discussions with USL, NAU, and FUSD over the next several weeks to work out specifics and other potential options.



PIPE TRADE: Our Economic Development Team and ECoNA met with a pipe trades company this week to discuss potential locations for them in Flagstaff. This organization helps develop skills in a variety of trades including welding, machining, etc. We will be hosting a tour with them on 10/11 to show them various potential sites.

INCENTIVES:

- Staff concluded a roadshow and visited every local dealership in Flagstaff to make them aware of the updated Sustainable Automotive Sales Tax Rebate policy. Several of the dealers said they would certainly benefit from the recent revisions approved by Council and expect additional sales from this incentive.
- Staff has received two additional Automotive Sales Tax Rebate applications this month bringing the total purchasers served by this incentive to 18.



AIRPORT 31.45 ACRE PARCEL:

- The Airport 31.45-acre master development process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating a ground lease agreement. The next phase in this process will be to bring this ground lease to Council for approval. This ground lease will outline many important aspects of this parcel's development and will also include the revenue structure that will ultimately benefit and support our growing airport. Staff hopes to bring this item to Council for approval by the end of October and negotiations are very close to concluding. The next step will be to begin the master development process for this parcel.

OTHER ATTRACTION HIGHLIGHTS:

- A complete list of all the ongoing and scheduled development in Flagstaff can be found [here](#). This Development Status Report was updated this August by our Community Development Division.

UPCOMING EVENTS:

- *Whitehall Grand Opening Ceremony* – Mid to End October (Official Date TBD)
- *Arizona Association for Economic Development (AAED)* – Oct 27th -29th
 - AAED is hosting their fall forum in Flagstaff at Little America. If you are interested in attending, please click [here](#).

Arizona Association for Economic Development 2021 Fall Forum

UNMUTED UNITED UNSTOPPABLE

OCTOBER 27-29, 2021
 Little America Flagstaff, Arizona
 Early Registration Discount
 AAED Non-Member: \$525 | AAED Member: \$425
 EDDE Awards Only: \$100
 Register: aaed.com/event/Fall2021

BUSINESS RETENTION & EXPANSION:

MEDIA:

BR&E and Business Attraction Managers prepared content for the September/October Business Facilities Magazine: The Technology issue. Feature Topics of the issue include Startup Ecosystems, Cybersecurity 3.0, Innovation Hubs, Digital Infrastructure, Agribusiness, Unmanned Aerial Systems, Logistics. Arizona will be a featured focus state in the North American Focus section. The content staff delivered focuses on area industry, relocations and expansions, logistics, and community quality of life.



PROJECT UPDATES:

INNOVATE WASTE/CARBON DIOXIDE REMOVAL CHALLENGE: Economic Development is building upon the successful partnership with Sustainability to inspire a broader base of entrepreneurship.

- Economic Development, Sustainability, and Moonshot@NACET met to discuss details of the program including budgets and awards.
- A winning business may be awarded up to \$20,000!



OCTOBER IS MANUFACTURER MONTH: One entire month dedicated to manufacturers, the month of October is an opportunity to celebrate the producers in Flagstaff and the whole U.S.A.

- At the upcoming Flagstaff City Council Meeting, a proclamation will be read proclaiming October as Manufacturer Month. The proclamation includes language about the impact of USA manufacturers in the region.
- Northern Arizona University (NAU) is hosting a job fair for manufacturers October 7th.
- Staff is working in partnership with the Economic Collaborative of Northern Arizona known as ECoNA to coordinate a manufacturer summit. The event will bring together industry and economic development professionals to learn about issues facing local manufacturers.



ANALYTICS PLATFORM: Workforce Business Attraction Manager and BR&E Manager met with Placer.ai representatives to continue the on boarding to the new platform.

- Staff will provide geographies of interest to begin extracting mobile data.
- Placer will also work to provide new reports that may serve the community with greater insights about our community and the people who visit.

PROGRAM UPDATES:

BUSINESS RETENTION AND EXPANSION INCENTIVE: A review team of internal and external partners convened to review 8 applications for the BR&E Incentive!

- ECoNA President and CEO, and the Coconino County Economic Development Manager were part of a team that reviewed and scored applications from ATC Materials, Bonnie Stevens Communication Station, Dark Sky Brewing, Flagstaff Foods, Heet Shield, Katalyst, Laura Chamberlin Professional Chef, and POBA Medical.
- The team will soon convene to determine awards!

ADAPTIVE REUSE: Applications continue to come in for the Adaptive Reuse program!

- Dark Sky Brewing applied to access the Adaptive Reuse program which contributes up to \$5,000 to cover internal review and development fees.
- Dark Sky Brewing has been awarded!



ARIZONA@WORK COCONINO COUNTY: Workforce development is a top priority as seen through the last week of activity.

- **The Quality Workforce Committee:** This committee met to continue the development of marketing materials of previous efforts, the collection of workforce resources in the region, and determination of future efforts. Those in attendance reviewed our working spreadsheet and then volunteered to gather more information on outstanding items.
- **Pipe Trades Apprenticeship Training Center in Flagstaff/Northern Arizona:** Councilmember Salas attended a Pipe Trades Apprenticeship Training Center that is interested in expanding into Flagstaff as there are many people from the northern Arizona region who travel to the training facility in Phoenix. The Quality Workforce Committee is very excited about such a tremendous opportunity for our regional community.

NORTHERN ARIZONA UNIVERSITY WORKFORCE DEVELOPMENT: Capstone classes and related capstone projects are bridges between work-based learning opportunities to industry for many students and businesses.



- Staff recently learned of many capstone projects that were without funds to complete their projects.
- Staff is now working to sponsor these projects to facilitate the bridge to industry.



LIBRARY MONTHLY STATS: From AUGUST and SEPTEMBER 2021...

	August	September	Difference
Unique Borrowers	4,003	4,241	+5.9%
Total Circulation	27,157	28,968	+6.7%
Reference Help	3,134	4,048	+29.2%
Door Count	10,649	20,735	+94.7%
Downtown Computer Sessions	1,379	1,611	+16.8+
Note: these numbers are a month behind due to reporting timeframes			

STAFF UPDATES:

PROMOTION: **AMELIA MASON** joined the library team in 2008 as one of our two library administrative specialists. In 2018, she was promoted to the library's Administrative Executive Assistant position working directly with the library director and library leadership team regularly. Amelia has shown herself to be an indispensable part of the library team, and her knowledge and understanding of the library district's budget are unmatched. Recently, Amelia applied for a supervisory role at the library. After a very competitive selection process, Amelia has been selected as the Collection Management Service Supervisor. This role will further utilize her budgeting skill as she oversees the library and part of the district's purchasing of new library materials. This opportunity will also allow Amelia to supervise more staff and continue working with other county libraries. We are very excited for Amelia as she moves into her new position. Amelia's hobbies are literature, Anime novels, and writing novels. We know that Amelia and the skills she will bring to this position will help our library continue to maintain a good balance in our library collection and what we provide to our community.



POETRY & HOPE WITH AUSTIN DAVIS: The Downtown Library hosted an outdoor reading, open mic, and donation drive with poet Austin Davis. There were 11 attendees with a donation drive that collected 113 razors, 82 bars of soap, 86 pairs of socks, and three warm winter coats for the Sunshine Rescue Mission and Hope Cottage. An employee from the rescue mission was in attendance and expressed gratitude to the library for hosting this event and made a connection with the poet to do future work together. Another attendee expressed how glad she was to learn more about the issue of homelessness and hear of the practical ways in which she can help people.

FRIENDS OF THE LIBRARY BOOK SALE: The Friends of the Flagstaff Library conducted their annual book sale that totaled \$2,930.66 which was roughly 30% over the previous sale.

HOPE COTTAGE OUTREACH: Downtown Library staff resumed outreach presentations at Hope Cottage. In-person outreach presentations had been suspended since the beginning of the pandemic. Staff presented to 16 residents at Hope Cottage on how to get a library card and utilize library resources and digital materials.

COUNTY JAIL LIBRARY: Library staff successfully catalogues new materials into the library catalog that will soon be available for inmates to access and make requests.

TUBA CITY PUBLIC LIBRARY: Staff had a successful completion of the 2020 Library Services and Technology Act (LSTA) with the implementation of the Seed Library and Loaner Tool Program.

DIGITIZATION: Completion of digitized copy of former Flagstaff Pulliam Airport Manager, Larry Larkin, files to Arizona Memory Project. They are now live and can be viewed here as part of the Flagstaff Pulliam Airport collection:

<https://azmemory.azlibrary.gov/digital/collection/flagstaffair/search>

GRANTS: Arizona State Library, Archives, and Public Records awarded the Flagstaff City Coconino Public Library \$16,209.77 in American Rescue Plan Act funding which will be used to enhance technological access, education, workforce, and pandemic response among libraries and their respective communities.

EAST FLAGSTAFF COMMUNITY LIBRARY (EFCL) OUTDOOR STORYTIMES: Our story times at Bushmaster Park are going well. This is the first fall we have tried this and so far we've had anywhere from 5-40 people!



EFCL EXPANDED HOURS: We added two more days of service at EFCL. Our new hours are Monday – Thursday 2pm to 5pm and Friday & Saturday from 10 am to 2 pm.

EFCL COUNTER STATS: We had a large increase in traffic in August...we had 3,748 people come through our doors!



TOURISM & VISITOR SERVICES

ANNUAL STAKEHOLDER & PARTNER MEETING on 10.21.21: Interested in joining us in-person or virtually? Please reach out to Carrie Nelson at cnelson@flagstaffaz.gov.

ARIZONA OFFICE OF TOURISM (AOT) GRANT RECIPIENTS:

- Lowell Observatory: Pluto Festival
- Creative Flagstaff: Dark Sky, Arts & Ideas Festival
- MNA: Heritage Festival
- Peak Events: Blues & Brews
- Science Community: Flagstaff Festival of Science

**Keep in mind that the MARKETING GRANTS are not closed until 10/15 and will be awarded by early November, so more news after that if Discover Flagstaff will receive anything.*

LODGING METRICS:

(From SEPTEMBER 2021 – Note: we always report a month behind)

- **Occupancy:** 5.4% over 2020 numbers and slightly down from 2019.
- **Average Daily Rate (ADR):** 31.4% over 2020 and over 2019!
- **Revenue per available room (RevPAR):** 38.5% over 2020 and over 2019!

Thanks to engaged stakeholder businesses, Economic Vitality, City Leadership support, elected officials' support and an amazing destination that folks want to explore...all this has kept the tourism economy strong in Flagstaff. The accommodations industry in Flagstaff took a strong stance on rate again for the month of September which did influence the occupancy, but the overall RevPAR number is excellent.

Sept.	2019	2020	2021	Diff
OCC	79.7%	71%	74.8%	+5.4%
ADR	\$109.72	\$99.48	\$130.76	+31.4%
RevPAR	\$87.48	\$70.62	\$97.81	+38.5%



VISITOR SERVICES:

- **WALK-INS** still down compared to 2019
- **RETAIL** is down, but strong compared to 2019
- **MODEL TRAIN:** Model Train ran 143 times in the month of August.
- **STAFFING:** JOEL KANE started at the Visitor Center on September 7th; he is taking on the role of Visitor Services Specialist in charge administrative duties. He comes to us with experience with the National Park Service most recently at Grand Canyon National Park and knowledge of Flagstaff and Northern Arizona.

September	2019	2020	2021	Changeover 2020	Changeover 2019
Walk-ins	14,700	7,734	8,782	14%	-40%
Retail Sales	\$31,117	\$22,126	\$27,192	23%	-13%

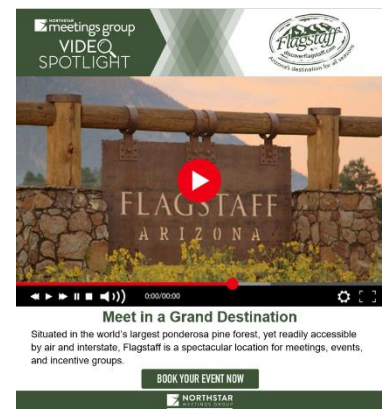
MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: 2 Leads booked in the month of September for a total of 211 room nights and total estimated economic impact of \$52,539.

SMALL MARKET MEETINGS CONFERENCE: Meetings Staff attended the SMMC Conference and had appointments with 33 Meeting Planners.

MEETINGS: Staff attended Creative Flagstaff Committee Meetings, FLP Board Meetings, EAC Meeting, a Group Coaching Intensive, Planning Meetings for DF Annual Luncheon and two partner meetings.

ADVERTISING: E-Blast with Flagstaff Meetings Video spotlight with Northstar Meetings Group.



TRAVEL TRADE:

MEETINGS/EVENTS:

- IPW – 75 appointments with international travel companies in Las Vegas was held.
 - Pictured Ryan (Little America), Jose (Days Inn) and Daniel from Lowell Observatory who joined the Discover Flagstaff team
- Site with Trafalgar Tours for new 2022 Flagstaff tour
- THG Travel, UK – Virtual Meeting
- Finalized London Trip (October 22 – 30) with AZ DMOs
- Las Vegas Tour Operator Luncheon



- Final Details for Orange Sky Travel Tour (35 students for 3 nights Oct 4 – 7)

MARKETING & MEDIA:

- ATP (Receptive Tour Operator) Campaign commitment for 2022 Travel Planner
- Confirmed Visit USA UK website & 2022 ***Selling Travel*** magazine Ads
- Confirmed Herrmann Group "Untraveled" Sustainability campaign
- Confirmed Visit USA France 2022 E-Learning participation
- Confirmed USA-Reisen, Germany October 18 Podcast

MARKETING & MEDIA RELATIONS:

September produced **29** print articles & **190** digital articles

- September featured fall colors to Flagstaff and a LEAF-ometer mention on shutterbug.com. Broadcast featured an interesting story about Wupatki National Monuments with the rare occurrence of hatching Triops due to a monsoon flood in the ancient ball court. Print included several stories on colorful fall colors and digital was also busy with fall foliage including coverage in Conde Nast Traveler.
- Discover Flagstaff procured six stories and had eight media assists in the month of September.
- Print (circ: 846K/value: \$7k) Broadcast (reach: 1.4m/value: \$13K) Digital (reach: 384m/value: \$3.5m) International Coverage (circ. 397m/value: \$3.6M). September resulted in a 54% increase in AVE compared to 2019 and a 51% decrease in REACH compared to 2019.

Please enjoy the highlights below:

13 Scenic Fall Foliage Trips That Aren't in New England: <https://www.cntraveler.com/gallery/13-scenic-fall-foliage-trips-that-arent-in-new-england>

8 Perfect Places in Arizona: <https://www.phoenixmag.com/2021/09/09/8-perfect-places-in-arizona/>

18 Places To See *Gorgeous* Fall Foliage: <https://www.brit.co/lifestyle/travel/fall-foliage-2021/>

4 Best Things We Ate/Drank This Week: <https://www.phoenixmag.com/2021/09/24/4-best-things-we-ate-drank-this-week/>

Maps & Pro Tips for GREAT Fall Foliage Photography: <https://www.shutterbug.com/content/maps-pro-tips-great-fall-foliage-photography>

Perfect Fall Road Trips for When You Need to Escape Phoenix: <https://www.thrillist.com/travel/phoenix/where-to-go-on-a-road-trip-from-phoenix-arizona>

Day Trip: Leroux Street in Flagstaff: <https://www.phoenixmag.com/2021/09/21/day-trip-leroux-street-in-flagstaff/>

Best fall road trips to take on a motorcycle: <https://ktar.com/story/4690473/best-fall-road-trips-to-take-on-a-motorcycle/>

Top 10 Outdoor Adventures In Arizona This Fall: <https://themomentnews.com/2021/09/14/top-10-outdoor-adventures-in-arizona-this-fall/>

WEBSITE:

Analytics compare 2021 to pre-COVID 2019:

- Domestic visits increased 17% and lead by our drive market: AZ (metro PHX is up 47%, TX (Dallas and Houston) is up 24%, NV (Las Vegas) is up 66% and FL increased 15%. CA saw a decrease while VA, CO and WA had increases and a showing in our top 8 listing.
- Referring websites include: Visitsedona.com and phoenixmag.com.
- Organic search nearly doubled and had 61,444 searches.
- Content captivating readers was led by the Leaf-ometer with 20,400-page views, webcams had 11,000-page views, and where-to-stay had an increase of 219%.
- Visitor Guide requests increased 42%.

EMAIL CAMPAIGN:

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Mail Chimp and Campaign Monitor. The Flagstaff Local email campaign will reach its year anniversary in February 2022, when I can then begin reporting on YoY comparisons.

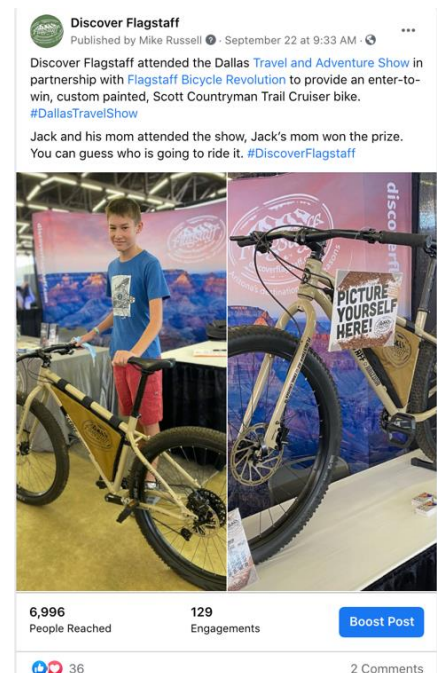
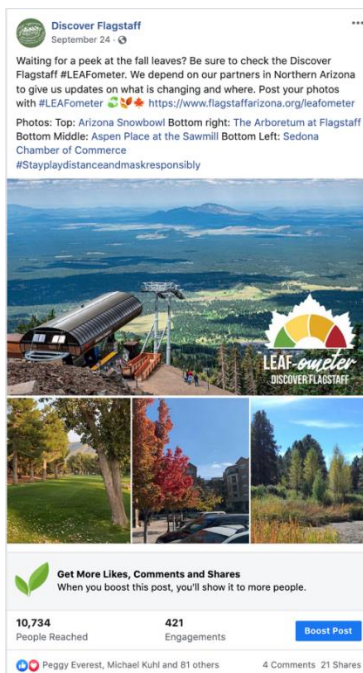
- The September email drip was sent to our three audiences for Dining and Outdoor enthusiasts as well as likely Overnight Stayers
 - Year-over-Year comparison
 - September 2020
 - Dining (80 sends)
 - Open rate 54%
 - CTR 37%
 - Outdoor (263 sends)
 - Open rate 44%
 - CTR 29%
 - Overnight Stayer (338 sends)
 - Open rate 53%
 - CTR 25%
 - September 2021
 - Dining (306 sends)
 - Open 42%
 - CTR 17%
 - Top clicks went to the Silver Pine restaurant, historic downtown, and dining and nightlife. There were three visitor guide requests.
 - Outdoor (937 sends)
 - Open 40%
 - CTR 11%
 - Top clicks went to the Leaf-o-meter, Hiking trails, and Accommodations. There were three visitor guide requests.
 - Overnight Stayer (1,213 sends)
 - Open 38%
 - CTR 15%
 - Top clicks went to Visitor Guide Requests (19), Eco attractions, and the Leaf-o-meter.

- The Flagstaff Local e-newsletter continues to perform strongly with people continuously scrolling to the bottom of the newsletter, with the click-through rate to prove it. The open rate improved MoM, however, the CTR dropped slightly. A send-time of 9am is performing the strongest over any other launch time for this email campaign.
 - Emails typically include the photo submission contest winners to encourage even more active participation, showing that action does sometimes result in a reward, and those rewards are listed too. The Flag Local emails have raised awareness about five winners, accompanied by a picture of them picking up their prize from the Visitor Center. The contest is on a brief hold due to lack of prizes, but internal conversations are taking place to resolve this and bring the photo submission contest back.
- September 2021
 - Open rate 24%
 - Click-through rate 5%
- Top clicks went to The Pledge, the Flagstaff Local website, and the new Cancer Support Community website.

SOCIAL MEDIA:

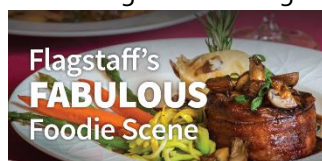
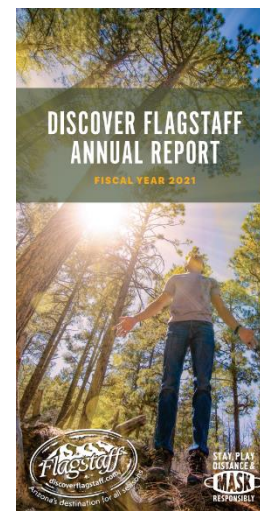
Analytics compare 2021 to 2020 and pre-COVID 2019 (Looking at MOM rather than YOY):

- Facebook's growth has dropped in comparison to 2020 growth due in part to pent-up demand which was even higher than 2019.
- YouTube does not show growth without current videos produced this last month.
- Instagram just barely topped 2020 and is not quite back to 2019 numbers.
- Twitter did not fare as well as September 2020 in impressions possibly due to pent-up demand.
- Flagstaff 365 Page views have grown by 133% and the Discover Flagstaff Events page has grown by 202% since 2020.



CREATIVE SERVICES:

- **ADVERTISING:** Produced multiple digital display ads for October Datafy promoting Oktoberfest, Oktoberfest and Celebraciones de la Gente sweepstakes, AZ Snowbowl Scenic Gondola, Fall colors, Nostalgic Road Trip and October Haunted Tours. Produced print ad for Tucson Official Visitor Guide. Produced Woobox festival sweepstakes banners.
- **FY2021 ANNUAL REPORT:** Completed and is being printed for October 21st Annual Stakeholder Event. Digital version available soon.
- **LEGENDS DISTRICT BILLBOARD (PHOENIX):** Illustrator hired, art direction in progress. Installation of billboard is planned for late February.
- **ARBORETUM 40th ANNIVERSARY:** Staff assisted with this anniversary event.
- **NAU SKYDOME BACKLIT BOARD:** Created a design for the NAU Skydome backlit board promoting Visit. Discover. Grow. and the Flagstaff Airport
- **HIGHLANDS LIVING:** Designed the October and November Highlands Living advertorials featuring the Flagstaff airport and Flagstaff dining
- **LOCAL PRINT PUBLICATIONS:** Updated the October airport ads for AZ Daily Sun and Flagstaff Business News
- **NAU ATHLETICS:** Designed digital banners for NAU Athletics promoting Flagstaff Local
- **HOROSCOPE BROCHURE:** Finalized and printed the Nostalgic Road Trip horoscope brochure for the Visitor Center
- **AD SERVER:** Provided assets for our new ad server (Datafy/See Source)



ANNUAL MEETING:

- **INVITE VIDEO & PDF:** Finalized the Annual Meeting invitation video and PDF
- **PLEDGE FOR THE WILD COASTERS:** Updated the Pledge for the Wild coaster designs to include a QR code to be handed out at the Annual Meeting in October
- **POWERPOINT:** Designed the PowerPoint presentation for the Annual Meeting
- **VIDEO:** Started work on the brag video for the annual meeting

PHOTO & VIDEO:

- **PHOTOSHOOT:** Scheduling photoshoot for Road Trip themed creative
- **VIDEOSHOOT:** Scheduling photoshoot for the November Mother Road focused video
- **NEW AD SERVER:** Created a :30 second video for social media to be delivered through our new ad server

CITY JOBS:

- **WATER SERVICES:** Created business cards for Water Services
- **FLOOD MESSAGING:** Banners created to share with our residents who are impacted from the flooding that work is being continued
- **POLICE DEPARTMENT:** Assisting with scheduling for the PD recruitment video



- **HOUSING:** Finalized creative for the 10-Year Housing Plan
- **ENGINEERING:** Finalized business card design for the engineering division
- **CITY BADGES:** Created new security badges for city council and city admin offices

WEBSITE:

- **FALL:** Updated website with fall content

FLAGSTAFF LOCAL – MY ACTIONS MATTER:

- Staff continued to share the Flagstaff Local campaign and encouraged our returning Lumberjacks to participate with our seven pillars.



THANK YOU for your continued support
of the Economic Vitality Division
for the City of Flagstaff!
We work to
enhance your quality of life 365 days a year!!!